

RFP Details

RFP Name	Senior Officer Strategy Meeting
Response Due Date	Wed, Apr 6, 2022
Decision Due Date	Wed, Apr 13, 2022
RFP Type	Meeting Space and Guest Rooms
RFP Code	VVNCGGHJTJQ
Description	This group consists of the Senior Officers and the CEO. This meeting requires a 4 star/diamond property. Prefer window in meeting space and resort destination
Decision Factors	*Competitive Rate *meeting space size *Concessions *Contract language flexibility
Billing Information	Rooming List Individuals will pay for their guest rooms Catering and AV on master account
Concession and Contractual Information	**Please also complete the RFP Sheet attached and save with the name of your property** Concessions: -75% attrition -Breakfast included in rate -Complimentary Wi-Fi in guest room -Discounted Parking -Complimentary meeting space internet access -Complimentary hard wired internet for presenter (1) -10% Discount on F&B -20% Discount on AV -complimentary parking -waive resort fee -Room rate 3 days pre and post and count toward room block performance -2 week cutoff date for sleeping rooms -3 upgrades at group rate - 3 VIP amenities -no room rental -1 per 40 complimentary room nights cumulative - discount in room amenities for all attendees -allow group to have food samples Flexible contract clause language (see attached sample clauses and competitors) - Cancellation - Attrition- 75% - Mitigation - Termination (force majeure) - Competitor clause - Re-booking - Walk/relocation All rooms upgraded if possible

Key Contact Information			
Contact Name	Eric Hutchins, CMP, CTA	Email Address	ehutchins@lamontco.com
Organization	Kroger	Phone Number	9728373191
Title	Associate Regional Vice President		
Preferred Contact Method	Cvent, Email Address, Phone Number, Mobile Phone Number	Mobile Phone Number	(972) 837-3191
Address	PO Box 93535 Southlake, TX 76092 USA		
Website	www.thekrogerco.com		
Additional Information	Top national grocery company		

Organization Information			
Organization Name	The Kroger Co.		
Organization Type	Corporate	Industry	Retail
Address	1014 Vine St. Cincinnati, TX 45202 USA		
Employees	Prefer not to answer	Average Attendees per Event	Prefer not to answer
Events per Year	0	Average Room Nights per Event	Prefer not to answer
		Total Attendees per Year	Prefer not to answer
		Total Room Nights per Year	Prefer not to answer
Organization Information	<p>Every day we open our doors and welcome millions of hungry people. But they're not just hungry for food. They're hungry for something that can make their lives healthier, easier, brighter and a bit lighter. They're hungry to feel good, do well, to go from anxiety to inspiration.</p> <p>So whether we manufacture, market, stock, check, deliver, or manage, we all try to make their experience as uplifting as possible. Just like Barney Kroger did when he brought together the butcher, the baker, dry goods, and produce all under one roof. We've always been about value, convenience, and making customers' lives simpler.</p> <p>To lift them up, we keep our hands, hearts and minds open so we can be attentive to their needs and provide true Kroger hospitality and generosity. Because every time someone crosses our threshold we get a fresh chance to make an emotional connection, lighten their load and lift them up.</p> <p>It's a simple truth that our world is hungry for uplift. It's a universal need, as powerful as our need for food or fuel.</p> <p>That's why our Purpose is To Feed the Human Spirit™</p>		

Event Information			
Event Name	Senior Officer Strategy Meeting		
Total Attendees	25		
Event Type	Corporate Event		
	Largest Meeting Room Required	2,000 sq. ft.(200 sq. m)	

Commission	Yes - 10.00%
Event History	The planner has indicated that this event has been held before.
Dates Flexible	No
Event Dates	Sun, May 22, 2022 - Wed, May 25, 2022
Contract Signature Location	<i>Cincinnati</i>
Business Objectives	The CEO and the Senior Officers will be meeting to discuss strategic initiatives for 2023. No pattern or alternate dates
Destinations Under Consideration	within 500 miles or so from Cincinnati
Additional Information	Meeting space with windows Resort 4-5 star/diamond

View Event History

This event has been held in the following locations:

Venue Name	City	State	Date	Attendees	Room Block	Room Pick-Up	Food and Beverage Spend
Omni Chicago	Chicago	Illinois	10/7/19	24	24		
Lexington Marriott City Center	Lexington	Kentucky	5/24	15	25	52	14500
Marriott Griffin Gate Resort	Lexington	Kentucky	11/1	20	27	54	12000

Guest Room Requirements

Day	Any (Run of House)	Single (1 Bed)	Double (2 Beds)	Suite	Staff
Sun, May 22, 2022		3			2
	<i>King Rooms only</i>				
Mon, May 23, 2022		22		1	2
Tue, May 24, 2022		22		1	2
Wed, May 25, 2022					1
Meeting Room Name Occupancy	Single	-	-	-	-

Check-In Date Sun, May 22, 2022 **Total Room Nights** 56

Budgeted Room Rate USD \$290 **Peak Room Nights** 25

Additional Information Executive/ upgrade or Jr Suite for (22) attendees per night if possible

4 Star/ 4 Diamond
1 Bottle of water complimentary per room pre night
Complimentary guest room internet access

Meeting Room Requirements			
Start Date Sun, May 22, 2022			
Day	Time	Agenda Item	Meeting Room Requested
Sun, May 22, 2022	8:00 AM-6:00 PM	Office Office <i>Notes or Exceptions: board room or conference set-5-10</i> <i>Let me know if you do not have an office - thgis can move in Monday also</i>	Conference (Meeting Room Required) 10 people <ul style="list-style-type: none"> 24-hour Hold
Sun, May 22, 2022	8:00 AM-11:45 PM	Setup Setup <i>Notes or Exceptions: U shape for 15 room to grow 1500-2000 s.f.</i> <i>AV - 2- 50" monitors within the ushape -1- 7'6" x 13' 4" screen kit front projector</i>	U-Shape (Meeting Room Required) 200 Sq. Ft. / 15 people <ul style="list-style-type: none"> 24-hour Hold
Sun, May 22, 2022	3:00 PM-11:30 PM	Registration Reception <i>Notes or Exceptions: 2 6' tables with 3 chairs just outside of general session in foyer</i>	Other (Meeting Room Required) 3 people <ul style="list-style-type: none"> 24-hour Hold
Mon, May 23, 2022	7:00 AM-8:00 AM	Breakfast Breakfast <i>Notes or Exceptions: Rounds</i> <i>Separate area</i> <i>unique space</i>	Buffet (Meeting Room Required) 15 people <ul style="list-style-type: none"> 24-hour Hold
Mon, May 23, 2022	7:00 AM-6:00 PM	Registration Reception <i>Notes or Exceptions: 2 6' tables with 3 chairs just outside of general session in foyer</i>	Other (Meeting Room Required) 3 people <ul style="list-style-type: none"> 24-hour Hold
Mon, May 23, 2022	8:00 AM-6:00 PM	General Session General Session <i>Notes or Exceptions: U-shape for prefer more square than long set 1500-2000 s.f.</i>	U-Shape (Meeting Room Required) 2,000 Sq. Ft. / 15 people <ul style="list-style-type: none"> 24-hour Hold
Mon, May 23, 2022	8:00 AM-6:00 PM	Office Office <i>Notes or Exceptions: board room or conference set-5-10</i> <i>Let me know if you do not have an office</i>	Conference (Meeting Room Required) 500 Sq. Ft. / 10 people <ul style="list-style-type: none"> 24-hour Hold
Mon, May 23, 2022	12:00 PM-1:00 PM	Lunch Lunch <i>Notes or Exceptions: (Separate room)</i> <i>Same as breakfast</i> <i>close to other meeting rooms</i> <i>*unique space*</i>	Rounds (Meeting Room Required) 15 people <ul style="list-style-type: none"> 24-hour Hold
Mon, May 23, 2022	6:00 PM-9:00 PM	Dinner and Reception Other <i>Notes or Exceptions: DO NOT INCLUDE IN F&B - May be off site.</i> <i>Please propose a unique venue or space.</i>	Rounds 15 people
Tue, May 24, 2022	7:00 AM-8:00 AM	Breakfast Breakfast <i>Notes or Exceptions: Rounds</i> <i>Separate area</i> <i>unique space</i>	Buffet (Meeting Room Required) 15 people <ul style="list-style-type: none"> 24-hour Hold

Senior Officer Strategy Meeting
The Kroger Co.

Tue, May 24, 2022	7:00 AM-6:00 PM	Registration Reception <i>Notes or Exceptions: 2 6' tables with 3 chairs just outside of general session in foyer</i>	Other (Meeting Room Required) 3 people • 24-hour Hold
Tue, May 24, 2022	8:00 AM-6:00 PM	General Session General Session <i>Notes or Exceptions: U-shape for 24 prefer more square than long set</i>	U-Shape (Meeting Room Required) 15 people • 24-hour Hold
Tue, May 24, 2022	8:00 AM-6:00 PM	Office Office <i>Notes or Exceptions: board room or conference set-5-10</i> <i>Let me know if you do not have an office</i>	Conference (Meeting Room Required) 500 Sq. Ft. / 10 people • 24-hour Hold
Tue, May 24, 2022	12:00 PM-1:00 PM	Lunch Lunch <i>Notes or Exceptions: (Separate room) Same as breakfast close to other meeting rooms</i> <i>*unique space*</i>	Rounds (Meeting Room Required) 15 people • 24-hour Hold
Tue, May 24, 2022	6:00 PM-9:00 PM	OFFSITE Dinner Other <i>Notes or Exceptions: May Plan to go offsite</i>	Other 15 people
Wed, May 25, 2022	7:00 AM-8:00 AM	Breakfast Breakfast <i>Notes or Exceptions: Rounds Separate area</i> <i>unique space</i>	Buffet (Meeting Room Required) 15 people • 24-hour Hold
Wed, May 25, 2022	7:00 AM-6:00 PM	Registration Reception <i>Notes or Exceptions: 2 6' tables with 3 chairs just outside of general session in foyer</i>	Other (Meeting Room Required) 3 people • 24-hour Hold
Wed, May 25, 2022	8:00 AM-11:30 AM	OFFSITE Visits Other <i>Notes or Exceptions: most attendees visit local store or Dist center 8am-11:30 pm</i>	Other
Wed, May 25, 2022	8:00 AM-6:00 PM	General Session General Session <i>Notes or Exceptions: U-shape for 24 prefer more square than long set</i>	U-Shape (Meeting Room Required) 15 people • 24-hour Hold
Wed, May 25, 2022	8:00 AM-6:00 PM	Office Office <i>Notes or Exceptions: board room or conference set-5-10</i> <i>Let me know if you do not have an office</i>	Conference (Meeting Room Required) 500 Sq. Ft. / 10 people • 24-hour Hold
Wed, May 25, 2022	12:00 PM-1:00 PM	Lunch Lunch <i>Notes or Exceptions: (Separate room) Same as breakfast close to other meeting rooms</i> <i>*unique space*</i>	Rounds (Meeting Room Required) 15 people • 24-hour Hold

Food and Beverage Budget USD \$10,000

Peak Meeting Rooms 1

AV Requirements

- (1) 7'6"x13'4" Screen Kit - Front Projection w/ dress kit
- (1) Video Cable
- (2) 50" Monitors w/ stands, dressed inside the U
- (1) Handheld mic, w/ mixer, plus audio interface (2) White Boards
- (4) Flip chart packages
- (1) Hardwire connection
- Power access around the U

Additional Information

- *Will not consider sharing an airwall with another group*
- *Prefer consolidated space- all meetings on same floor/ same wing, close to each other*
- *24 hour hold on G/S, office
- *flexibility to bring own food/snacks/ samples

Will you allow a food display showcase from Kroger (what is your policy on this).
What are your sustainability policies.
Please suggest some unique (foodie) ideas for your meals proposed (location, menu and display/appearance).

One dinner will be on site for sure (include in F&B min)

Additional Questions

1. What is your corporate rate during these dates? (Comment) (Required)

2. What was the date of your last sleeping room renovation? (Comment)

3. Is breakfast included in the rate? (Single choice) (Required)

yes

N/A

4. Is there Tax & Grat posted to the F&B minimum and A/V? (Single choice) (Required)

Yes

Other

N/A

5. Will you offer a 10% Discount on A/V? (Single choice) (Required)

yes

N/A

6. Will you offer a 20% discount on AV? (Single choice) (Required)

yes

N/A

7. Kroger Co. is one of the largest grocery retailers in the World, and we are passionate about our products and our people, employees and customers alike. That being said, we often incorporate a “foodie experience” into our events. Whether this means samples of our products, event menus based on our current in-store promotions or just bringing the event to life with local flavor, we love to create “tasteful” experiences.

QUESTION – Would your venue be willing to join us and our growing foodie culture by getting creative with menus and displays? (Comment)

8. Like all other companies, Kroger is striving to achieve 100% Sustainability.

What is your venue/property doing to support this? (Comment) (Required)

9. Are any of our competitors contracted, inquiring or utilizing the hotel facility during our dates proposed? (Single choice) (Required)

Yes

N/A

10. I have provided a link to or attached the following: menus, a floor plan, A/V pricing and fact sheet. (Single choice) (Required)

yes

N/A

11. Is your property a union hotel?

Which departments and areas are union (example Banquets, Porters, Housekeepers etc...) (Comment) (Required)

12. Is meeting space complimentary? (Single choice) (Required)

Yes

No

N/A

13. Considering the current status of the job market is your property prepared for this group? Are you fully employed and staffed and capable of executing this meeting? (Comment) (Required)

14. what is closest airport?

How long is the drive to the destination from the airport?

Average cost for sedan/towncar? (Comment) (Required)

15. Proposed upgraded rooms for all attendees? (Multiple choice)

Yes

No

16. Parking (self) is complimentary (Single choice) (Required)

Yes

No

17. What is total room rate + Resort Fee and taxes applicable (inclusive)? (Comment) (Required)
18. how many miles from Cincinnati is the hotel? (Comment)

Additional Files

File Name	RFP Type	File Size	Uploaded Date
UPDATED Kroger Contact Clauses.docx	Document (.docx)	26 KB	Wed, Mar 30, 2022
Write Hotel Name and City -RFP - Senior Officer St.docx	Document (.docx)	70 KB	Wed, Mar 30, 2022